

Lebanese American University

Grant 268-G-00-10-00053-00

USAP number 396

LAU number 397

Quarterly report 1

Reporting period: October to December 2010

Mr. Abdo Ghie – Sep. 22, 2015

I. Promoting USAP

As indicated in our work plan, we implemented a series of steps to promote USAP in order to reach the maximum number of public high schools and potential students in all 26 districts of Lebanon. These steps are needed to secure a pool of 260 applicants so we can select a strong and final group of 52 candidates. The steps are as follows:

a. Ministry of Education and Higher Education

Immediately after receiving the award, we contacted the Minister of Education and Higher Education and obtained his permission to visit public high schools to promote USAP.

b. Newspaper advertisements

After securing the Minister's approval, we ran 7 newspaper advertisements in 3 leading Arabic newspapers: two in An Nahar newspaper (November 24 and January 3), two in As Safir newspaper (December 16 and January 17) and 4 in Al Balad newspaper (November 29, December 20, January 13 and 17). (Attachment 1).

c. Television

In November and December, LAU personnel appeared on Future television and promoted USAP.

d. Brochures and applications

In November and December we developed and printed 3000 USAP brochures and 1000 Admission and Financial Aid applications. Those documents were sent and distributed to public high schools during our recruitment visits.

e. Alumni and friends

An email announcing USAP and all its relevant information was sent electronically to our Alumni and friends (8600 recipients).

f. Web

www.lau.edu.lb/usap was created and activated. The address was promoted in our newspaper advertisements, was communicated to all public high schools, was added to USAP publications (brochures and applications), and was sent to our Alumni and friends.

II. Visiting public high schools

Between the period of November and December, we visited 86 public high schools in all of the 26 districts of Lebanon. As of December 31, we had 10 applications. We will continue visiting public high schools in January and February of 2011 in order to reach the maximum possible number. Attached to this report are some pictures showing LAU personnel presenting and discussing USAP with public high school students. (Attachment 2)

III. Unfortunate incident

On December 21, 2010 we had 5 public high schools to visit in the Baalbek region, including in the village of Britel. Since this was the first time we visit the area, our personnel repeatedly asked for directions and at one point got lost. But after communicating with the School we adjusted our path and continued.

IV. Challenges and students' reactions

Generally speaking, students' reactions were mixed: some were happy, some could not believe it, some were very hesitant and some were not interested. Our present challenge is to increase the number of applicants to the program. To do so:

1. We will continue to visit high schools in January and February
2. We will extend the deadline application
3. We will visit some schools for the second time
4. We will discuss and share information with Haigazian University (who also won the award) in order to find ways of attracting students to the program.

V. Activities proposed for the next quarter

During the period of January to April 2011, we anticipate to:

- a. Continue our recruitment efforts and campaign
- b. Form the special screening committee
- c. Start inviting students for testing and/or interviews

Attachment 1: Copy of the Newspaper advertisement





الجامعة اللبنانية الأمريكية (LAU)
والوكالة الأمريكية للتنمية الدولية (USAID)
تطلقان منحة جامعية كاملة لطلاب الثانويات الرسمية

تعلن « الجامعة اللبنانية الأمريكية » (LAU) أنه وبدعم من الشعب الأمريكي من خلال « الوكالة الأمريكية للتنمية الدولية » (USAID)، ستقوم بإطلاق برنامج هدفه توفير التعليم الجامعي لاثني وخمسين طالباً وطالبة من الثانويات الرسمية، يتم اختيارهم بالتساوي من حيث الانتماء الجغرافي والجنس من كل المناطق اللبنانية الإدارية الستة والعشرين. بعد ملاءمتهم الشروط الموضوعية لهذه الغاية. علماً أن العمل بمفاعيل البرنامج سيتم اعتباراً من خريف ٢٠١١.

يؤمن هذا البرنامج القسط الجامعي، السكن الطلابي والتأمين الصحي، علاوة على الكتب والنفقات لكل المتسبين طوال فترة الدراسة الجامعية.

ستبلغ مكاتب القبول في الجامعة اللبنانية الأمريكية وخلال الفترة الممتدة بين تشرين الثاني وكانون الأول ٢٠١٠، الثانويات الرسمية اللبنانية بتفاصيل هذا البرنامج وشروط الالتحاق إليه للراغبين. وستتولى الجامعة توزيع المنشورات والمطبوعات الخاصة ببرنامج دعم الطلاب الجامعي (USAP University Student Assistance Program).

إن الموعد النهائي لتقديم الطلبات إلى البرنامج هو ٣١ كانون الثاني ٢٠١١.

للمزيد من المعلومات الرجاء الاتصال بمكتب القبول.

مراجعة الموقع الإلكتروني للجامعة www.lau.edu.lb/usap	جديد Tel. 09-547254/62 ext. 2191 admissions.byblos@lau.edu.lb	مكاتب Tel. 01-788464/56 ext. 1355 admissions.beirut@lau.edu.lb
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Attachment 2: Public High Schools



